



WEWS

ORDER

Flight Dates **10/16/12-10/22/12**

Contract / Revision **303021 /**

Original Date / Revision
06/27/12 10/22/12

Advertiser **Friends of Brown / Democra**

Agency **Shorr Johnson Magnus**

Buying Contact

**1831 Chestnut Street
Philadelphia, PA 19103**

Product

Candidate. Sherrod Brown. 10.16-

Agency Com 15%

Billing Contact

**1831 Chestnut Street
Philadelphia, PA 19103**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **Week # 3. 10.16-10.22.12**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	52	\$69,402.50	\$81,650.00	0.00
Totals	52	\$69,402.50	\$81,650.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/22/12	52	\$69,402.50	\$81,650.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/16/12	10/22/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	12	\$700.00	P-2	0.00	NM	15	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF--					12	\$700.00		0.00			
		Week: 10/22/12	10/28/12	M-----					3	\$700.00		0.00			
N 2	WEWS	10/16/12	10/22/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	4	\$650.00	P-2	0.00	NM	5	\$3,250.00



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Print Date: 10/22/12

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Contract / Revision **303021** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 06/27/12/ 10/22/12

Order Sep 00:20:00

Advertiser **Friends of Brown / Democr** Product **Candidate. Sherrod Brown.** Estimate # **Week # 3. 10.16-10.22.12**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	10/16/12	10/22/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	4	\$650.00	P-2	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- TWTF--					4	\$650.00		0.00			
Week:		10/22/12	10/28/12	M-----					1	\$650.00		0.00			
N 3	WEWS	10/22/12	10/22/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	M-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$1,000.00		0.00			
N 4	WEWS	10/16/12	10/22/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	4	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- TWTF--					4	\$1,200.00		0.00			
Week:		10/22/12	10/28/12	M-----					1	\$1,200.00		0.00			
N 5	WEWS	10/16/12	10/22/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	4	\$1,800.00	P-2	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- TWTF--					4	\$1,800.00		0.00			
Week:		10/22/12	10/28/12	M-----					1	\$1,800.00		0.00			
N 6	WEWS	10/16/12	10/22/12	M-F 730-8P M-F 730-8P	CM	730-8p	MTWTF--	:30	4	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- TWTF--					4	\$1,200.00		0.00			
Week:		10/22/12	10/28/12	M-----					1	\$1,200.00		0.00			
N 7	WEWS	10/16/12	10/22/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	:30	4	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- TWTF--					4	\$1,200.00		0.00			
Week:		10/22/12	10/28/12	M-----					1	\$1,200.00		0.00			
N 8	WEWS	10/16/12	10/16/12	Tuesday Prime C Tuesday Prime C	CM	10-11p	-T-----	:30	1	\$7,000.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$7,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WEWS	10/15/12-10/21/12		Tuesday Prime C		10-11p	-T-----	:30		(\$7,000.00)		0.00	NM		
Credited [Moving to different week. Same money overall.]															
N 9	WEWS	10/21/12	10/21/12	Sunday Prime C Sunday Prime C	CM	9-10p	-----S	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$6,000.00		0.00			
N 10	WEWS	10/22/12	10/22/12	Monday DWS Monday DWS	CM	8-10p	M-----	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$4,500.00		0.00			
N 11	WEWS	10/17/12	10/17/12	Wednesday Prime B Wednesday Prime B	CM	9-10p	--W----	:30	1	\$10,000.00	P-1	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$10,000.00		0.00			
N 12	WEWS	10/22/12	10/22/12	Monday Prime C Monday Prime C	CM	10-11p	M-----	:30	1	\$4,000.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WEWS

Print Date: 10/22/12

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Contract / Revision **303021** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 06/27/12/ 10/22/12

Order Sep 00:20:00

Advertiser **Friends of Brown / Democr** Product **Candidate. Sherrod Brown.** Estimate # **Week # 3. 10.16-10.22.12**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 12	WEWS	10/22/12	10/22/12	Monday Prime C Monday Prime C	CM	10-11p	M-----	:30	1	\$4,000.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$4,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WEWS	10/22/12-10/28/12		Monday Prime C		10-11p	M-----	:30		(\$4,000.00)		0.00	NM		
Credited															
[Credit. Moving to a different week.]															
N 13	WEWS	10/18/12	10/18/12	Thursday Prime B Thursday Prime B	CM	9-10p	---T---	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$4,000.00		0.00						
N 14	WEWS	10/16/12	10/22/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWTF-S	:30	6	\$2,400.00	P-2	0.00	NM	6	\$14,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-TWTF-S	5		\$2,400.00		0.00						
Week:		10/22/12	10/28/12	M-----	1		\$2,400.00		0.00						
N 15	WEWS	10/20/12	10/20/12	LN after Sports LN after Sports	CM	11p-130x	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$1,000.00		0.00						
Totals														52	\$81,650.00